



Nestlé Waters & Environment 2009



The Healthy Hydration Company™

NESTLE WATERS' ENVIRONMENTAL POLICY

The 3x3 approach

1

MEASURE

- Soundly-based KPI
- Externally reviewed



1.
Water
Care

2

OPTIMIZE

- Commitments
- Engage in R&D



2.
CO₂ &
Energy

3

ENGAGE

- Share expertise
- Education



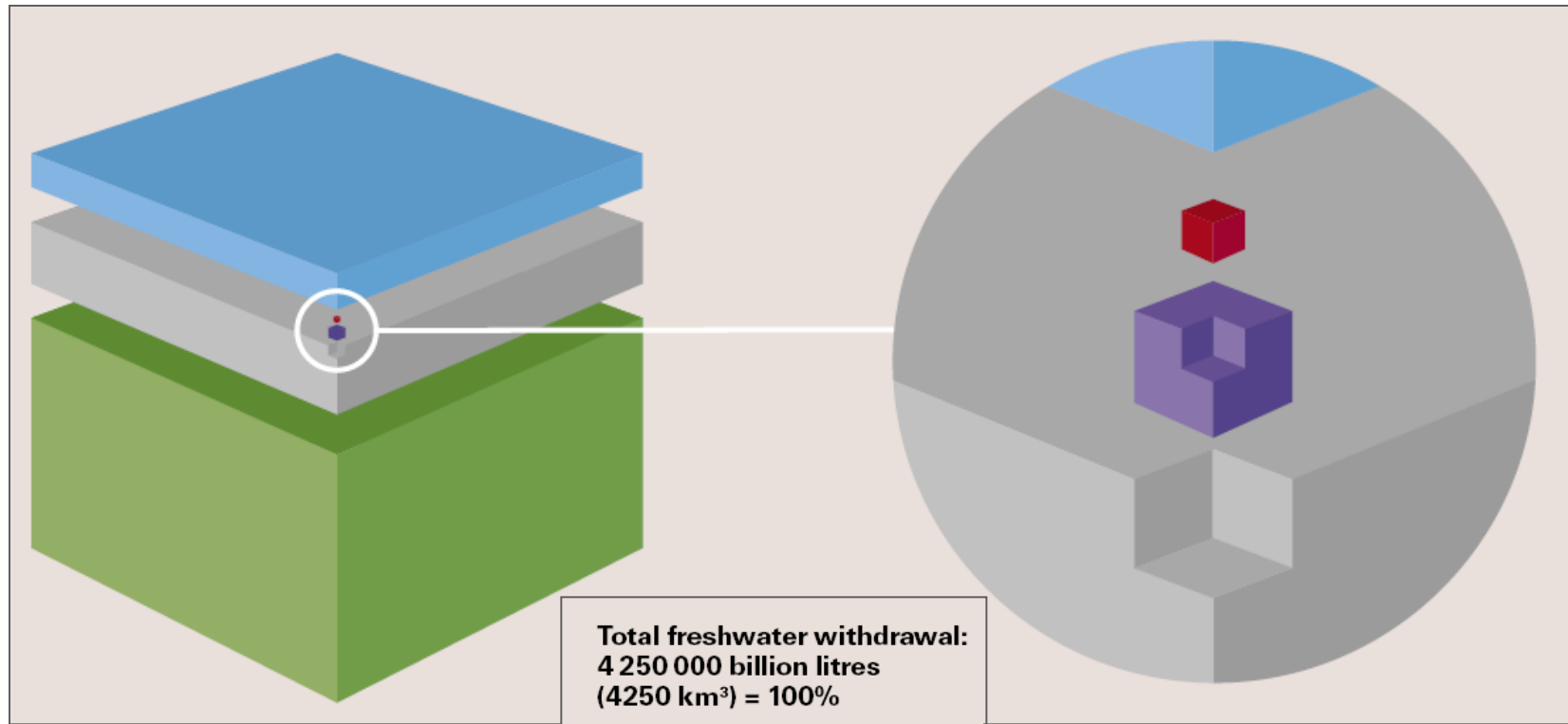
3.
Recycling
Packaging

1.1- WATER CARE – MEASURE

0.0009% of the worldwide water withdrawals



Water Care



**Total freshwater withdrawal:
4 250 000 billion litres
(4250 km³) = 100%**

■ Domestic	10%
■ Industry	20%
■ Agriculture	70%
■ + ■ Nestlé	0.004%
■ Nestlé Waters	0.0009%

Sources:

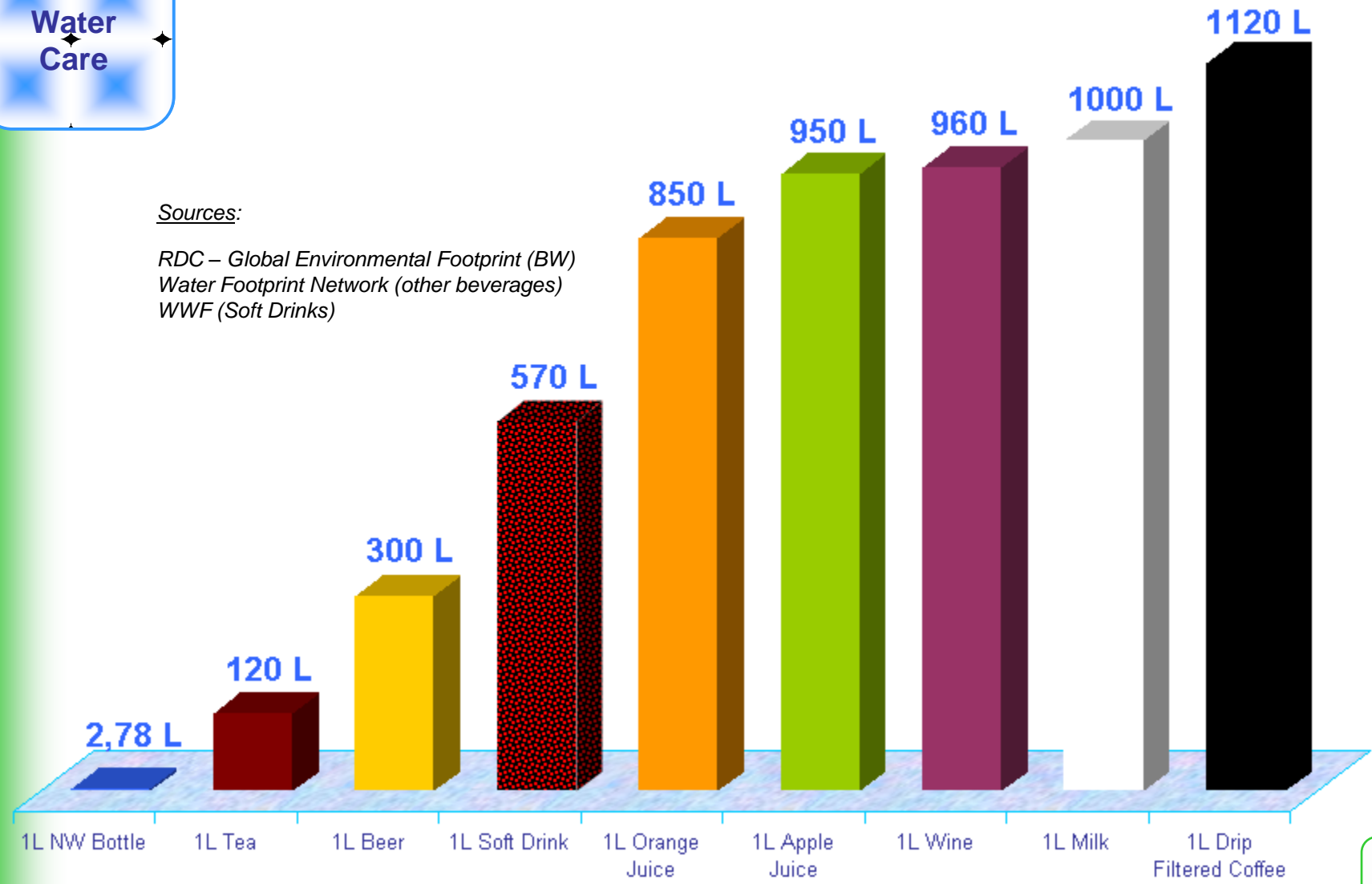
Total fresh water withdrawal: Shiklomanov, I.A. World water resources and water use: present assessment and outlook for 2005. In F. Rijberman, ed. World water scenarios: analysis (Chapter 12), World Water Vision, 2000.

Nestlé / Nestlé Waters consumption: Nestlé, The Nestlé Water Management Report, 42 pages, 2007.



1.1- WATER CARE – MEASURE

Comparison of beverages' water footprints



Sources:

- RDC – Global Environmental Footprint (BW)
- Water Footprint Network (other beverages)
- WWF (Soft Drinks)



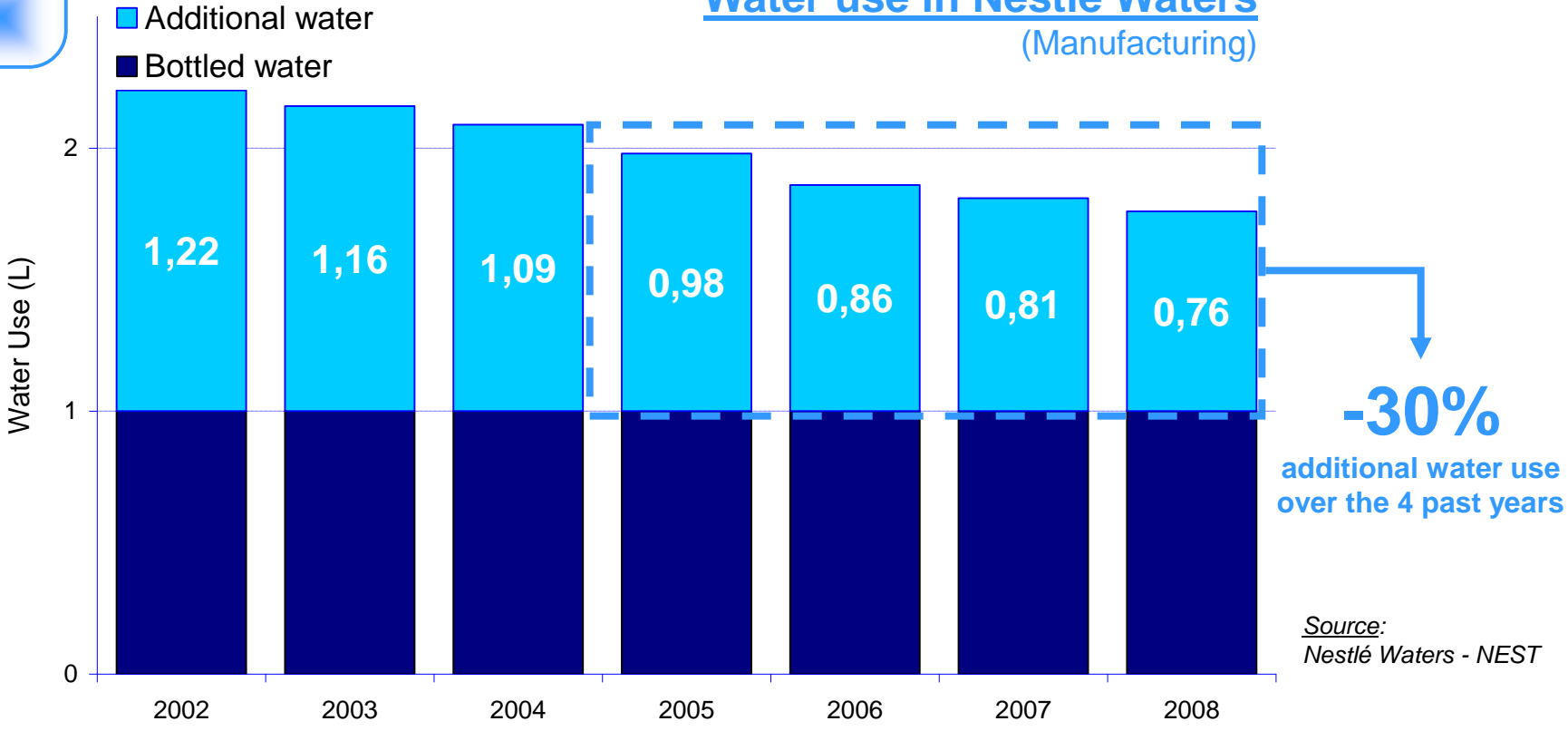
1.2- WATER CARE – OPTIMIZE

Reducing the amount of water used



Water Care

Water use in Nestlé Waters
(Manufacturing)



Source:
Nestlé Waters - NEST

Commitment NWMT 2009: -5%

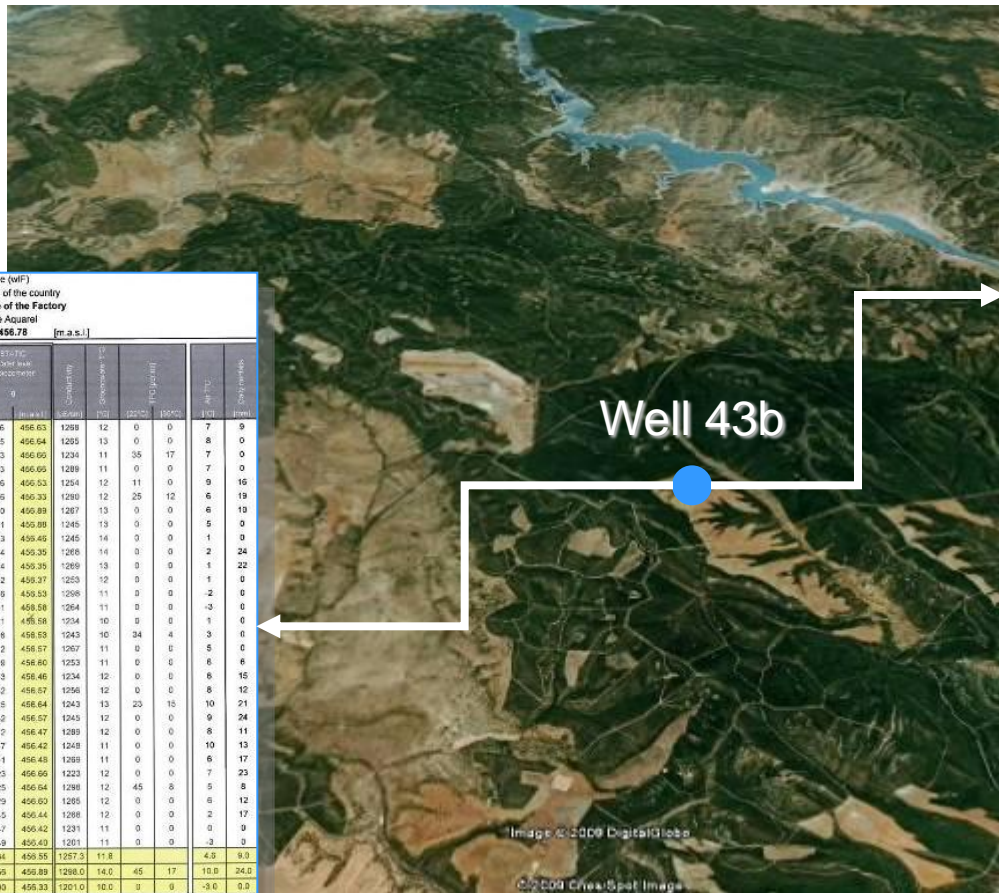


1.2- WATER CARE – OPTIMIZE

Respect local resources

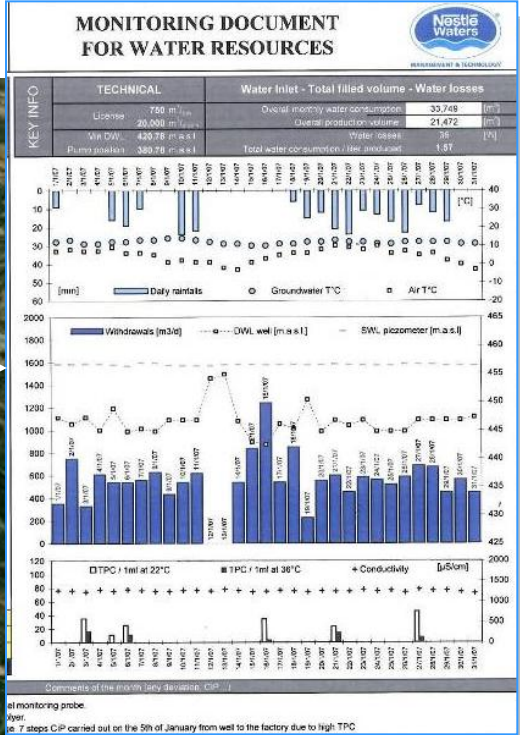


Water Care



CATCHMENT IDENTITY		Zone: Europe (WF)												
Well 43b		Country: Name of the country												
JANUARY 09		Factory: Name of the Factory												
		Brand: Nestlé Aquarel												
		Altitude: 456.78 [m.a.s.l.]												
Day	Total Water intake	DYNAMIC Water level in the well	Static water level of piezometer	Conductivity	Temperature (°C)	TPC (µg/l)	Air T°C	Day (mm)						
1/1/09	10,000	350	25.0	2.9	9.56	447.22	11.26	456.63	1288	12	0	0	7	9
2/1/09	10,750	750	25.0	2.9	10.85	446.10	11.25	456.54	1255	11	0	0	8	0
3/1/09	11,075	375	22.8	2.9	9.56	447.22	11.23	456.60	1234	11	35	17	7	0
4/1/09	11,687	687	24.8	2.9	11.76	445.02	11.23	456.65	1289	11	0	0	7	0
5/1/09	12,226	539	11.6	2.9	8.00	448.78	11.36	456.53	1254	12	11	0	9	16
6/1/09	12,765	539	25.0	2.9	12.00	444.78	11.56	456.33	1290	12	25	12	6	19
7/1/09	13,323	568	25.0	2.9	11.53	445.25	11.00	456.89	1287	13	0	0	6	19
8/1/09	13,860	627	25.0	2.9	12.00	444.78	11.01	455.88	1245	13	0	0	5	0
9/1/09	14,382	452	21.0	2.9	10.00	446.78	11.43	456.49	1245	14	0	0	1	0
10/1/09	14,821	559	22.0	2.8	10.00	446.78	11.54	455.26	1266	14	0	0	2	24
11/1/09	15,540	619	21.0	2.8	10.00	446.78	11.54	455.35	1289	15	0	0	1	22
12/1/09	15,540	0	22.0	3.6	7.65	454.13	11.52	455.37	1253	12	0	0	1	0
13/1/09	15,540	0	20.0	2.0	1.91	454.87	11.38	455.33	1298	11	0	0	0	-2
14/1/09	16,377	537	21.0	2.0	10.29	445.58	11.31	458.58	1264	11	0	0	0	-3
15/1/09	18,916	839	20.0	2.0	13.89	442.88	11.31	455.58	1234	10	0	0	1	0
16/1/09	18,165	1239	25.0	2.0	14.35	442.42	11.38	455.53	1243	10	34	4	3	6
17/1/09	18,664	539	25.0	2.0	10.67	445.11	11.32	455.57	1207	11	0	0	10	13
18/1/09	18,545	651	14.0	2.0	11.50	445.28	11.28	456.80	1253	11	0	0	6	6
19/1/09	18,771	226	25.0	2.0	8.42	455.35	11.43	456.46	1234	12	0	0	6	16
20/1/09	20,325	554	25.0	2.0	12.00	444.78	11.32	456.57	1256	12	0	0	8	12
21/1/09	20,924	595	0.0	2.0	10.00	448.78	11.28	458.64	1243	13	23	15	10	21
22/1/09	21,376	452	0.0	1.0	11.00	445.78	11.32	456.57	1245	12	0	0	9	24
23/1/09	23,959	583	0.0	2.0	10.00	446.78	11.42	456.47	1289	12	0	0	8	11
24/1/09	22,521	592	25.0	2.0	12.00	444.78	11.47	456.42	1248	11	0	0	10	13
25/1/09	23,078	518	25.0	2.0	12.00	444.78	11.41	456.48	1268	11	0	0	6	17
26/1/09	23,625	586	22.0	2.0	12.00	444.78	11.23	456.60	1223	12	0	0	7	23
27/1/09	24,311	686	21.8	2.9	10.00	446.78	11.25	456.64	1298	12	45	8	5	8
28/1/09	24,984	673	21.8	2.9	10.00	446.78	11.29	456.50	1265	12	0	0	6	12
29/1/09	25,435	451	21.8	2.9	10.00	446.78	11.45	456.44	1288	12	0	0	2	17
30/1/09	25,998	563	21.8	2.9	10.00	446.78	11.47	456.42	1231	11	0	0	0	9
31/1/09	26,448	448	16.8	2.9	9.50	447.28	11.49	455.49	1201	11	0	0	0	9
Average	562	19.8	2.3	10.77	446.51	11.34	456.35	1257.3	11.0	4.5	9.3			
Maximum	1239	25.0	3.0	14.36	454.37	11.55	459.29	1288.0	14.0	45	17	10.0	24.0	
Minimum	0	0	1.0	1.91	442.42	11.00	459.33	1201.0	10.0	3	0	0	-3.0	0.0

Monthly precipitations [mm]: 219



Source:

Nestlé Waters – Water Resource Management



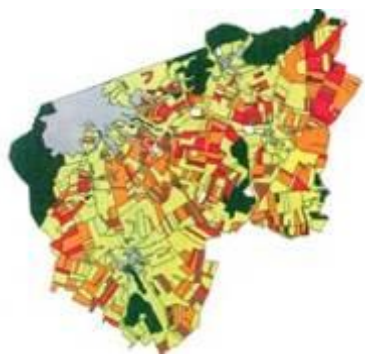
1.3- WATER CARE – ENGAGE

Work with local communities



Water Care

The Vittel's Case Study: AGRIVAIR

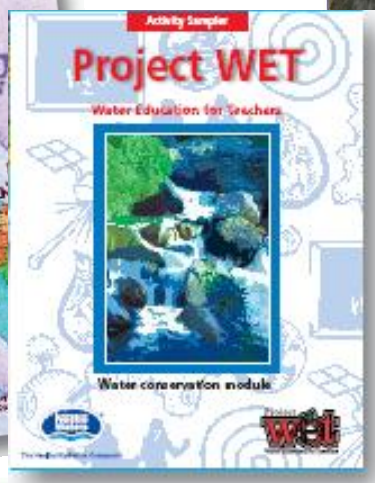
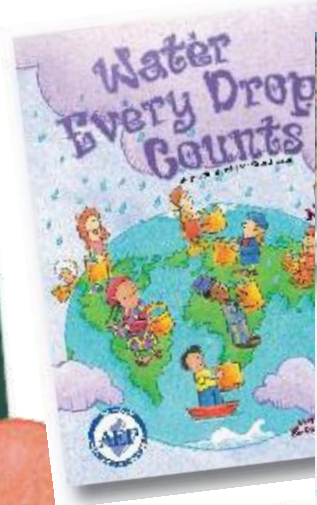


1.3- WATER CARE – ENGAGE

Support water education worldwide



- #1 water-education organization worldwide, created in 1984
- Mission: promote awareness, appreciation, knowledge and stewardship of water resources through water education



1- WATER CARE

Conclusions & key messages

WATER SCARCITY

➔ IF YOU WANT TO SAVE WATER, DRINK NW.

- NW uses **0.0009%** of available freshwater worldwide
- NW has reduced by **30%** its additional water use (0.76 L / L) over the 4 past years
- Bottled water is the **most water-efficient beverage**
- NW shares with **hundred of thousands children** worldwide about the importance of preserving water resources

LOCAL RESOURCE MANAGEMENT

➔ NW KEEPS WATCH OF FRESHWATER BIODIVERSITY

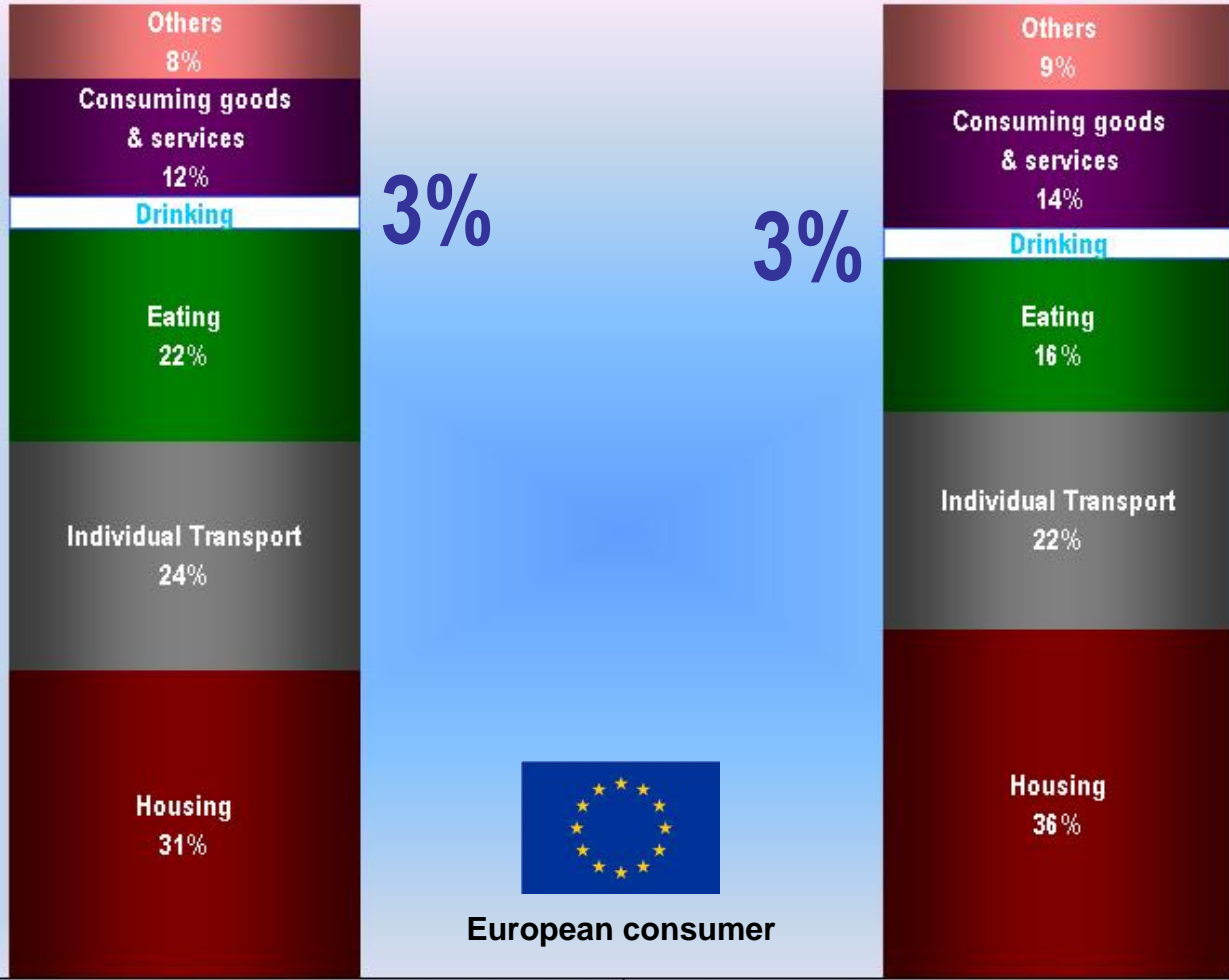
- NW works with local communities as to not withdraw more water from an aquifer than its **replenishment capacity** allows
- NW has developed an incomparable expertise in groundwater resources **stewardship & management**
- Through its preservation actions, NW **preserves over decades the original qualities** of its groundwater resources





2.1- CO₂ & ENERGY – MEASURE

Drinking in individual's impact



Source: Ecointesys - 2009

GHG emissions

Energy


European consumer



CO₂ & Energy

2.1- CO₂ & ENERGY – MEASURE

Beverages: Consumption vs. GHG emissions

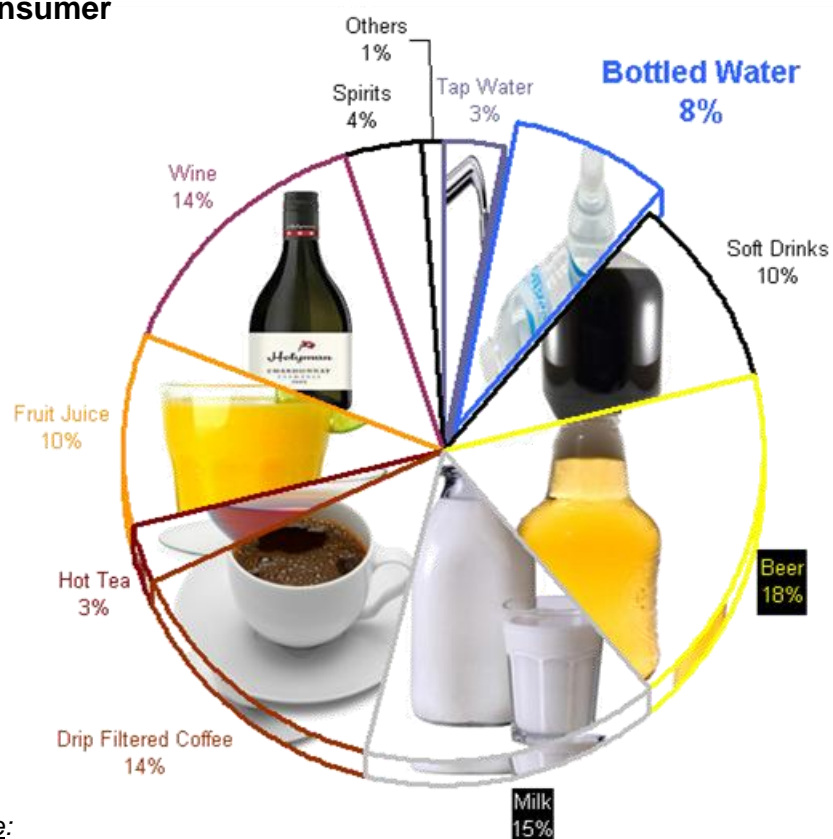
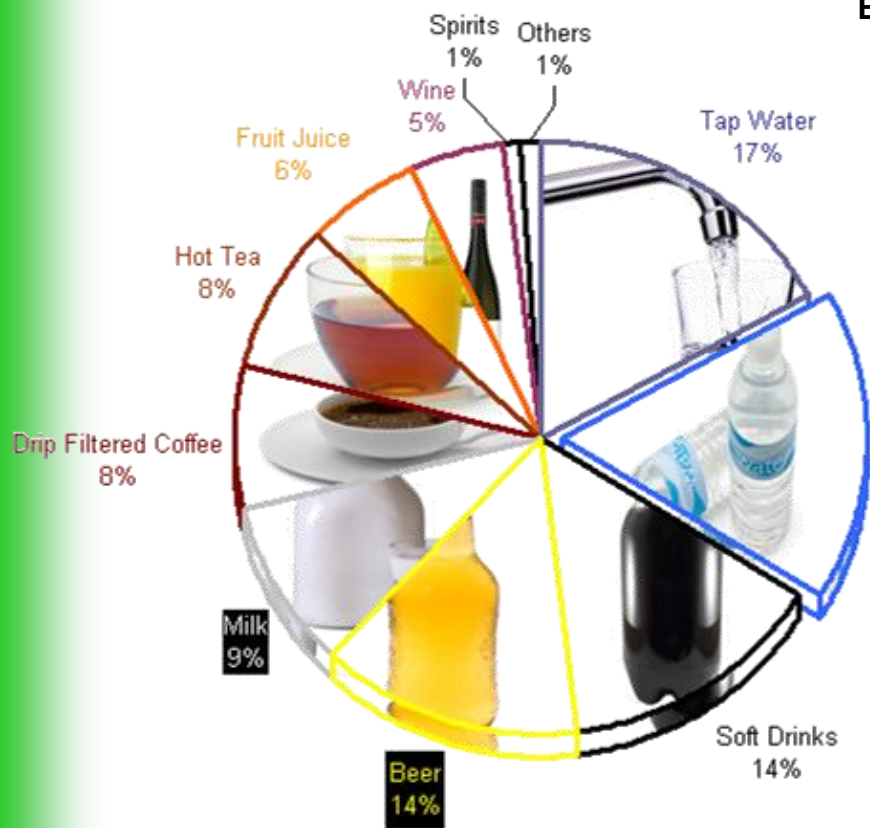
ENVIRONMENT

1,5L daily consumption (Share of Throat)



European consumer

GHG emissions (eq CO₂)

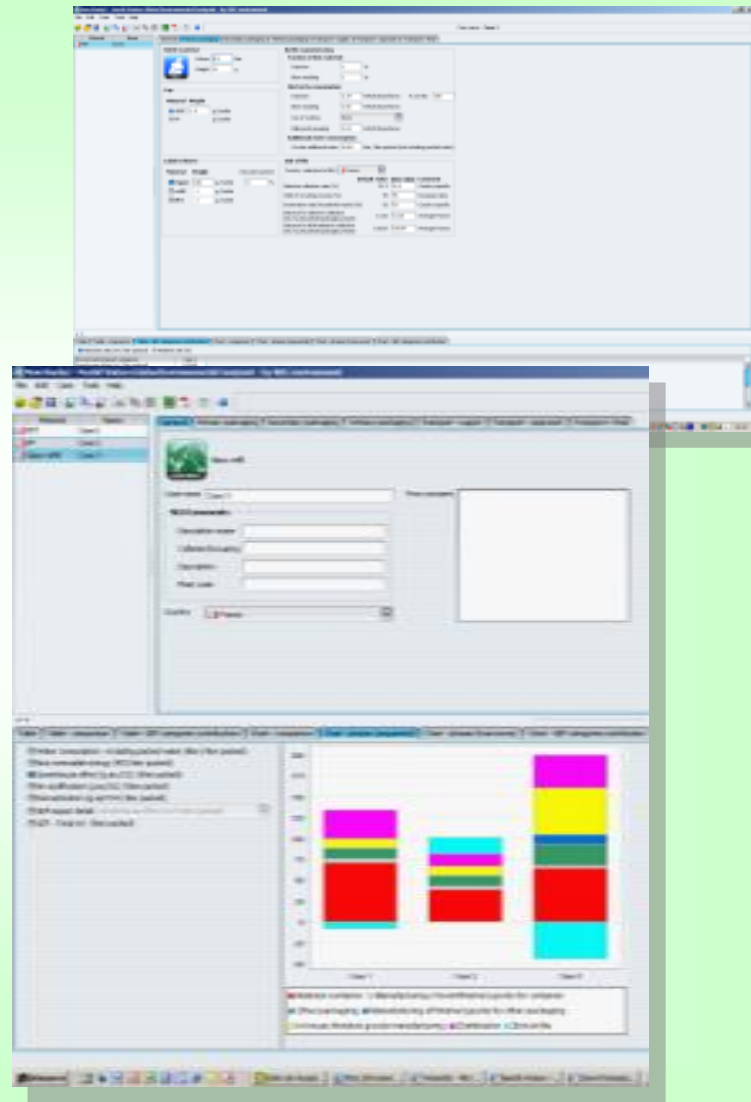


Source:
Ecointesys – 2009
Average European consumer



2.1- CO₂ & ENERGY – MEASURE

Global Environmental Footprint: a sound monitoring tool



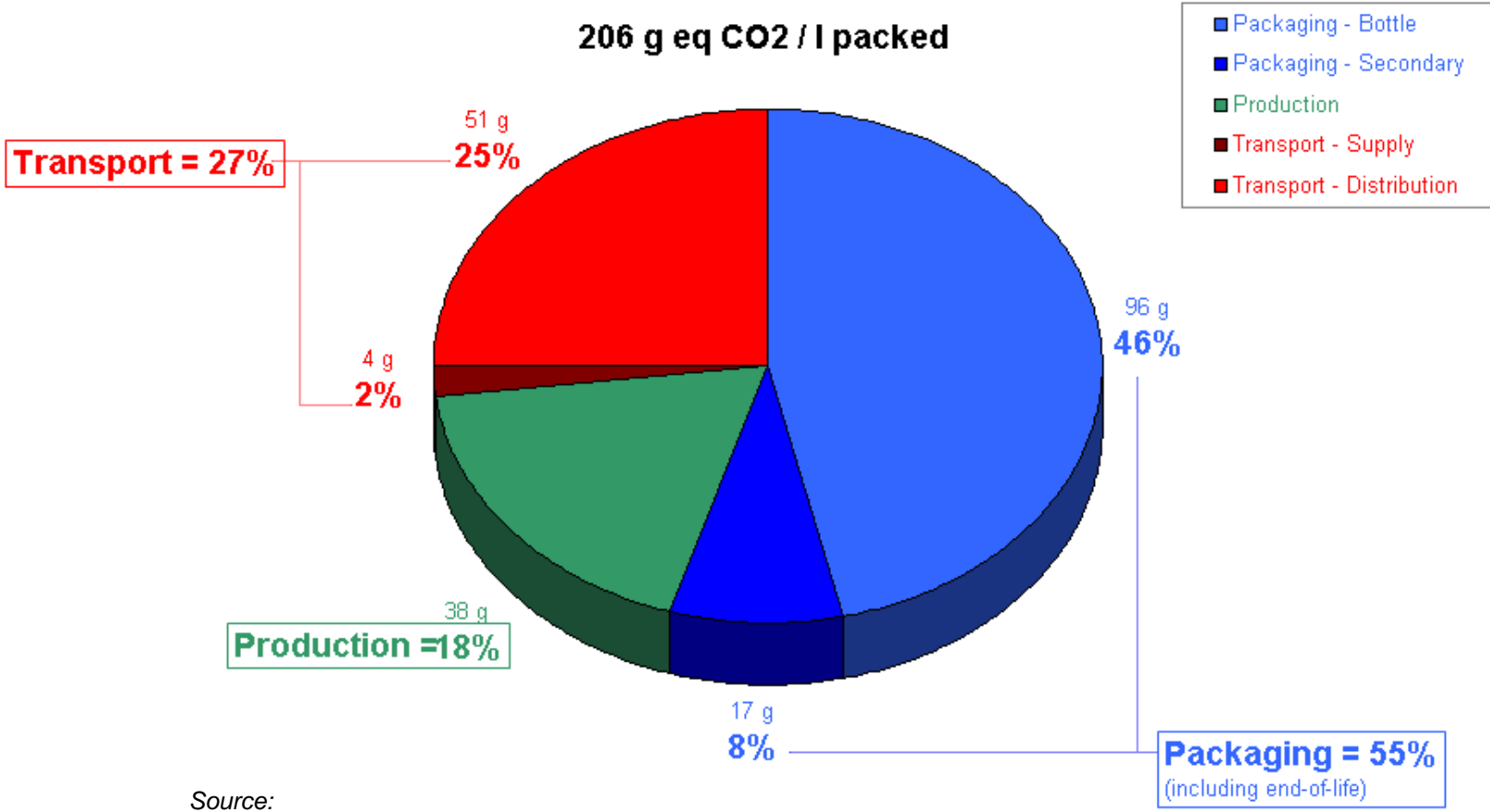
2.2- CO₂ & ENERGY – OPTIMIZE

3 fields of actions to optimize our footprint



LCA - Average GHG emissions for 1L of a Nestlé Waters' PET bottle

206 g eq CO₂ / l packed



Source:

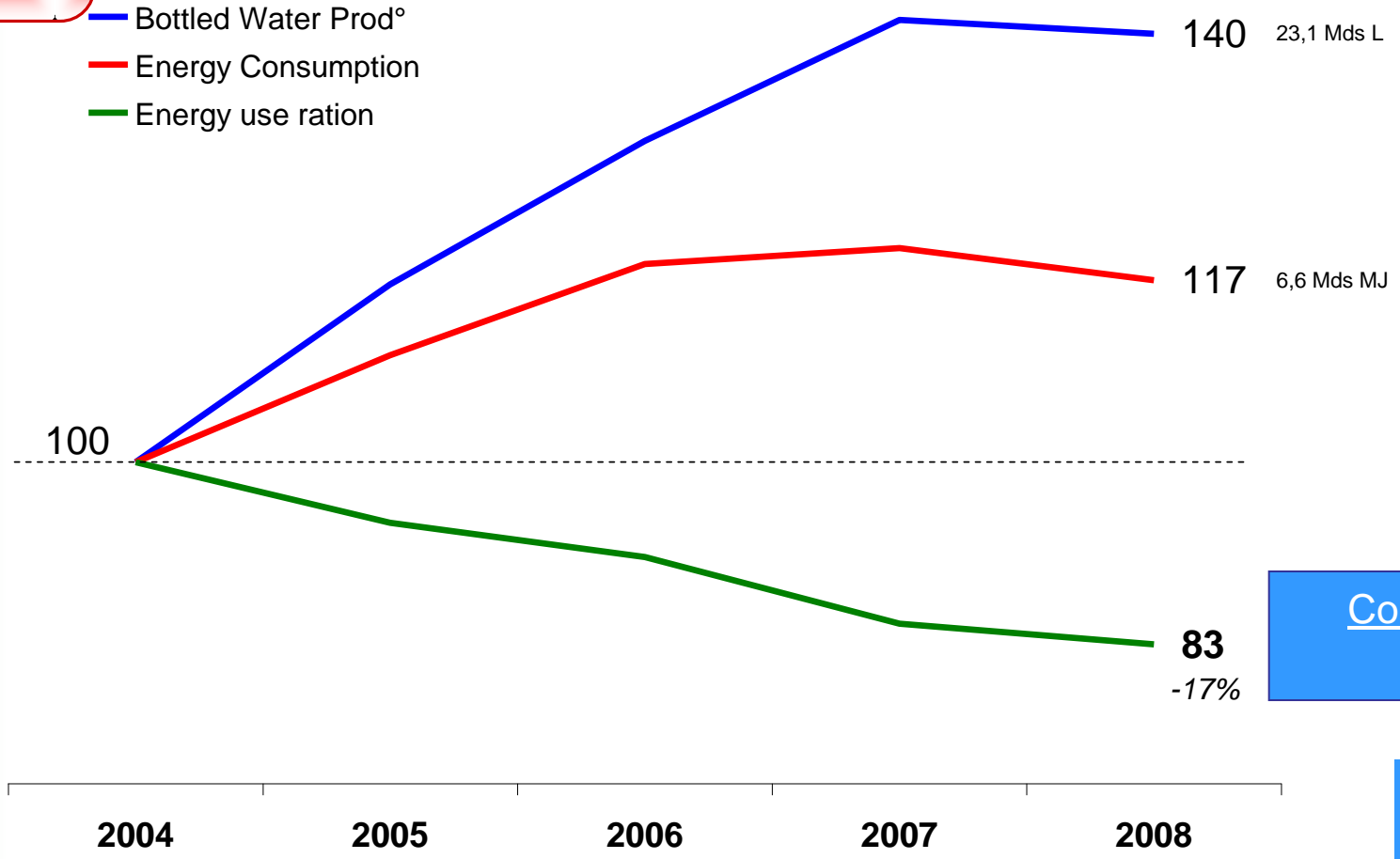
RDC – Global Environmental Footprint





2.2- CO₂ & ENERGY – OPTIMIZE

Production (18%) – Reduce energy use



Commitment 09:
-5%





2.2- CO₂ & ENERGY – OPTIMIZE

Transport (27%) –Nestlé Waters' 5-tier policy

- 1- Use **alternative transport modes** wherever possible
- 2- Explore **new technologies**
- 3- Produce **closer to the consumer**
- 4- Improve **truck utilization**
- 5- **Manage carriers** actively

2.2- CO₂ & ENERGY – OPTIMIZE Transport - SANPELLEGRINO example



Inter modal Transport (truck+train)

Export

- Germany- March 2009 → 34% volumes of Sanpellegrino for Germany moved to train
 - 3'200 trucks
 - yearly reduction of 2'000 tons of CO₂ emissions by 2010;
- France beg. 2009 → from 5 to 22% inter modal share



ITALY

- Italy total around 30% train – 435 Mio Km.ton
 - 28% % Cepina (Levissima)
 - 32% San Giorgio (Nestle Vera)
- 15.000 tons CO₂ saved in 2008





2.2- CO₂ & ENERGY – OPTIMIZE

Packaging (55%) – Use less and less plastic

Packaging weight per L produced





2.3- CO₂ & ENERGY – ENGAGE

300,000 trees planted (2006-2009)



2- CO2 & ENERGY

Conclusions & key messages

AN ENVIRONMENTAL NON-SENSE ?

➔ DRINKING BW HAS A VERY MARGINAL IMPACT ON YOUR ENVIRONMENTAL FOOTPRINT

- **Drinking** is a vital daily need that **represents only 3%** of the carbon & energy footprint of a European
- Almost **90% of this impact** is created by **non-water beverages**
- BW has by far the **lowest environmental footprint** of the packaged beverages
- You would have to **replace it** by another beverage to meet your daily hydration needs

AN IRRESPONSIBLE COMPANY ?

➔ NO GREENWASHING, NESTLE WATERS ACTS.

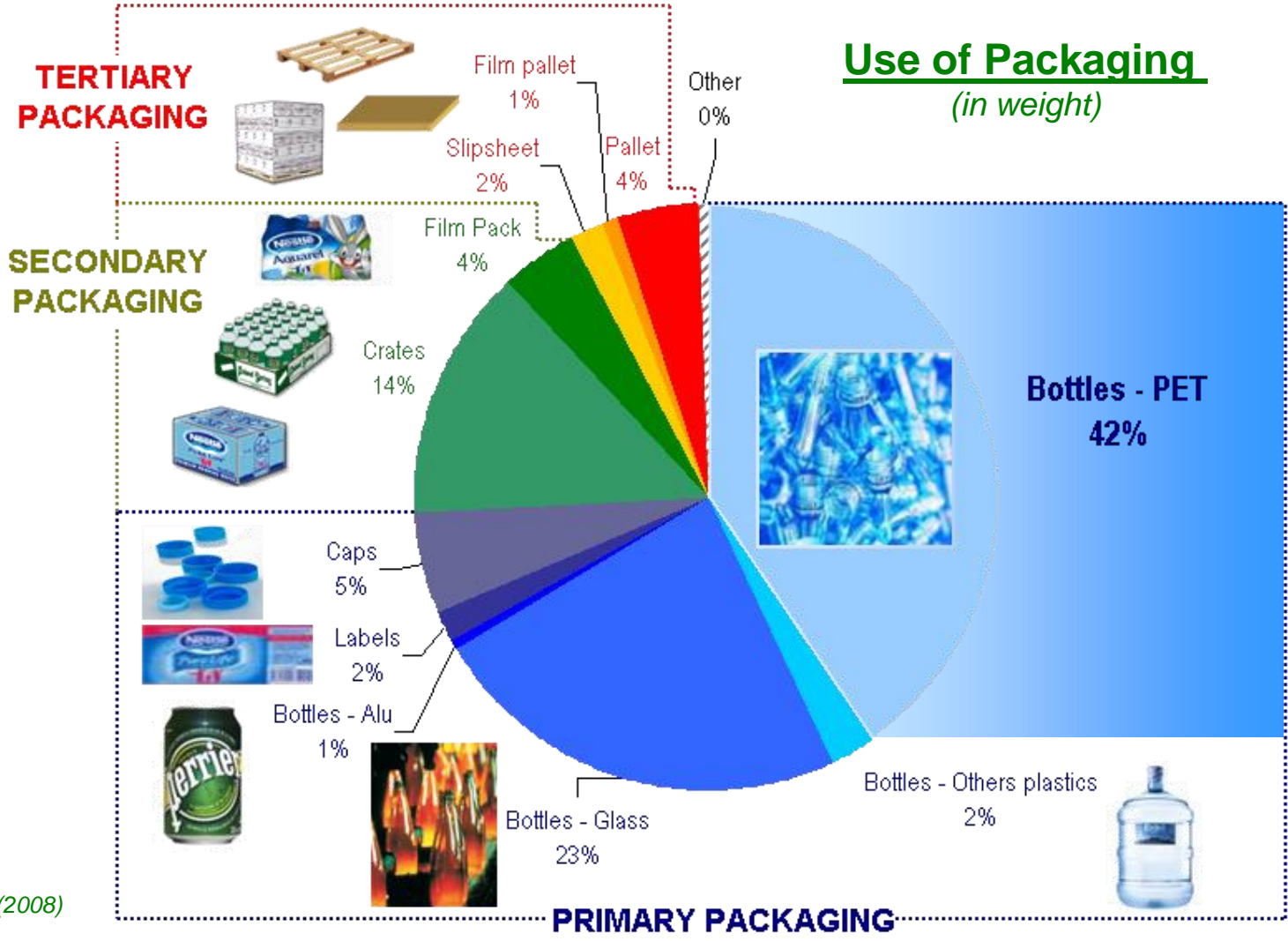
- has developed the most **accurate environmental assessment** tool of the market
- has reduced by **20% the weight of its packaging** over the 4 past years
- has reduced by **17% the energy consumption** in its plants over the 4 past years
- **favors train & boat** everywhere infrastructures allows



3.1- RECYCLING & PACKAGING - MEASURE

Our main focus: PET

3. Recycling Packaging



Source:
Nestlé Waters (2008)

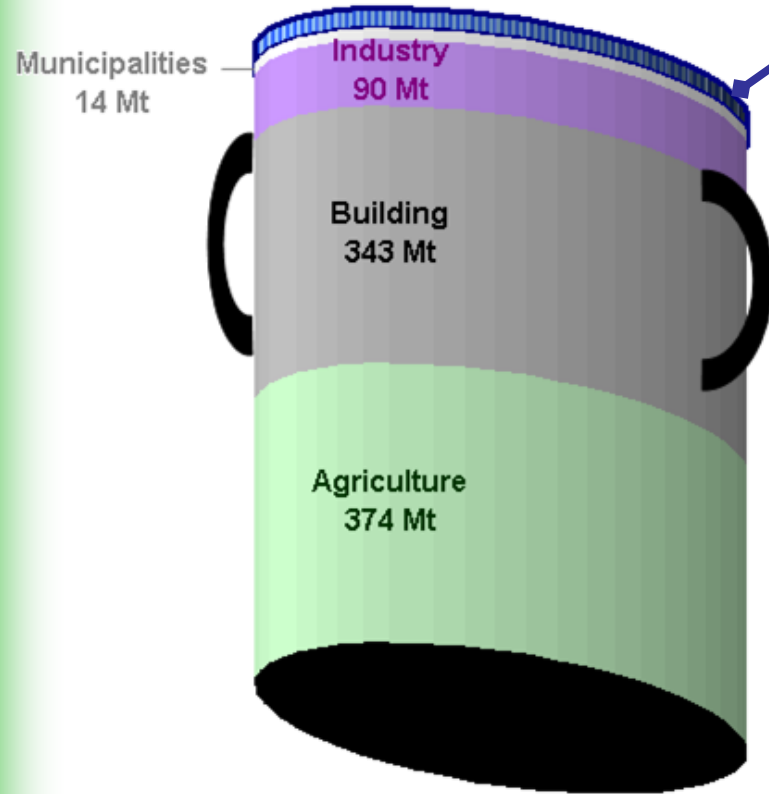


3.1- RECYCLING & PACKAGING - MEASURE

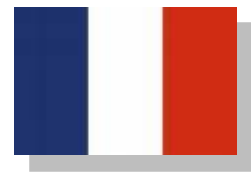
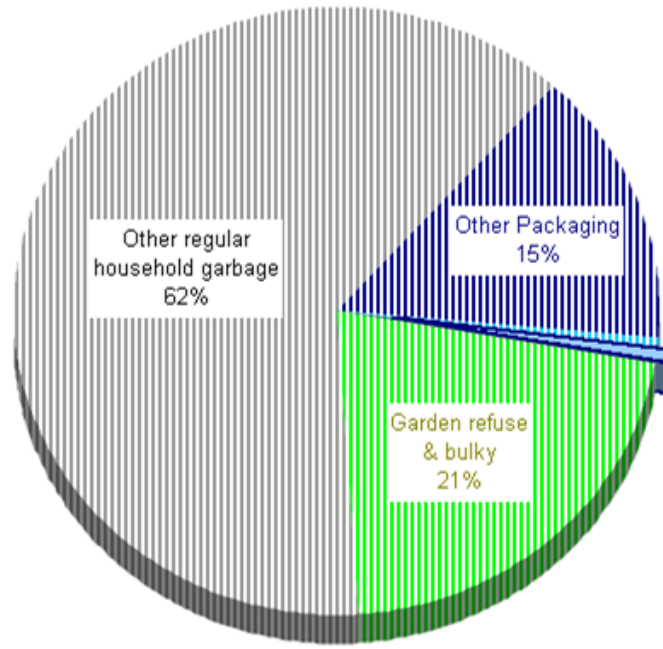
Bottled water: a highly visible waste, but...



TOTAL WASTE PRODUCED IN FRANCE
849 Mo tons



HOUSEHOLD WASTES
28 Mo tons (3.3%)



Other PET Packaging
1%

PET Bottled Water
0,8%

ie. **0.03%**
of the total
waste stream
in France

Source:
ADEME – Ecoemballages
(2004)



3.1- RECYCLING PACKAGING – MEASURE

PET is 100% recycable / Vittel FR



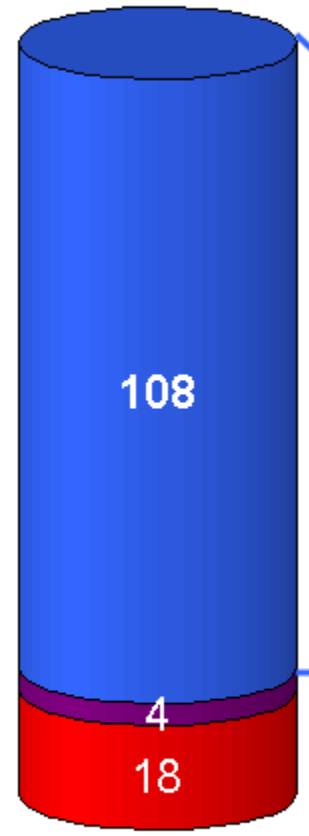
130g eq. CO₂ / L

GHG emissions per liter

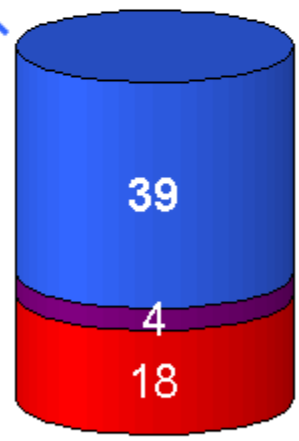
Vittel 1.5 L PET (31 g) / Sold in France

Source:

Global Environmental Footprint



61g eq. CO₂ / L



Packaging: -64%

- Packaging
- Manufacturing
- Transport

not collected

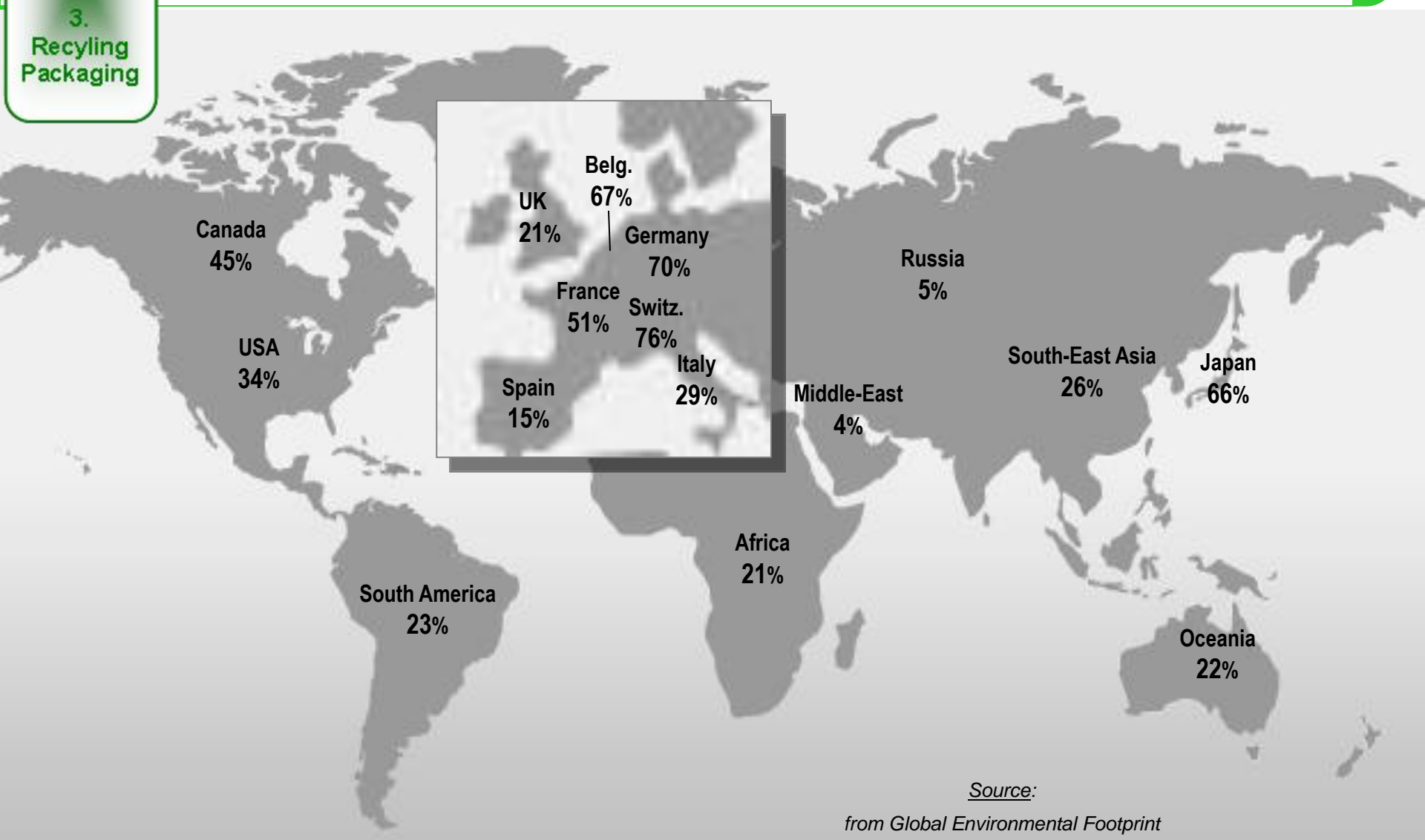
collected



3.1- RECYCLING & PACKAGING - MEASURE

Collection Rates worldwide

3.
Recycling
Packaging



Source:

from Global Environmental Footprint

3.2- RECYCLING PACKAGING – OPTIMIZE

Communication to consumers



3.
Recycling Packaging



be healthy
Replacing just one can of soda a day with bottled water saves more than 53,000 calories out of your diet annually.
*Based on 16 oz. cans of soda. 16 oz. cans of soda contain 140 calories.

be green
Choose our Eco-Shape bottle because it contains 30% less plastic than other bottles.
*Versus comparable leading beverage brands.

be assured
This bottle contains only 100% pure natural spring water that is rigorously tested for quality.
Get product news to www.ecoshape.com or ecoshape@nestleusa.com.

Poland Spring
Natural Spring Water

FPD

1-800-4-SPRING or visit polandspring.com

WE CAN ALL MAKE A DIFFERENCE
PLEASE RECYCLE Share your

Poland Spring - USA

Aujourd'hui grâce à votre geste de tri, 50% des bouteilles sont recyclées

Objectif 100%
Trions plus pour préserver l'environnement.

ECO EMBALLAGES

Chambre Syndicale des Eaux Minérales



Valvert / Vittel - FR



3.3- RECYCLING PACKAGING – ENGAGE

Promote collecting initiatives worldwide



3.3- RECYCLING PACKAGING – ENGAGE



Promote collecting initiatives worldwide
Nestlé Vera: Piano in Sicilia

“Il magico mondo di Verino il burattino” è stato un progetto volto a sensibilizzare la Sicilia sul tema del Riciclo.

Organizzato in collaborazione con COREPLA e con il patrocinio della Regione Sicilia e del Ministero dell’Ambiente, ha riscosso un incredibile successo con oltre **200 articoli dedicati, sui maggiori quotidiani siciliani**



Nestlé Vera: Piano di educazione al riciclo della plastica in Sicilia

"Il Magico Mondo di Verino il Burattino" nasce con l'obiettivo di sensibilizzare i cittadini sull'educazione al riciclo del PET e al rispetto dell'ambiente.

Si tratta di una campagna itinerante che percorrerà a bordo di un camper varie tappe in tutta la Sicilia nel periodo compreso tra il 10 giugno e il 25 luglio 2009.

Il Camper di "Verino il Burattino" passerà attraverso i 27 Comuni - di quali 9 Capoluoghi di Provincia - più virtuosi nella raccolta differenziata di contenitori in plastica. Nei 9 Capoluoghi l'evento durerà due giorni, mentre nei Comuni si svolgerà in un'unica giornata.

La campagna parte con una conferenza stampa di apertura il **10 giugno 2009** a Palermo e termina con una grande festa finale per i cittadini dei Monti Sicani il **25 Luglio 2009**.

I laboratori teatrali

Nelle principali piazze dei comuni selezionati, il Camper di Verino si trasformerà in un allegro teatro itinerante dei burattini, coinvolgendo i bambini in attività ludiche ed educative sul tema del riciclo delle bottiglie di plastica.

In particolare saranno realizzati due giochi: **uno sui rifiuti e la raccolta differenziata**, l'altro sull'**acqua**, contro lo spreco di questa preziosa risorsa.

I laboratori e i giochi, saranno curati da alcuni operatori teatrali e si svolgeranno dalle 18.30 alle 20.30.

Dopo un breve intervallo per la cena, bambini, genitori e adulti assisteranno ad un vero e proprio **Spettacolo di Burattini**, nel corso del quale i bambini saranno coinvolti in attività educative.

A Palermo, Catania e Siracusa l'iniziativa sarà arricchita dal **"Castello del Riciclo"**, una struttura mobile che diventerà un mondo magico dove i bambini si addentreranno alla scoperta di iniziative di carattere ambientale.

Per partecipare ai laboratori:

I laboratori teatrali sono riservati ad un numero massimo di 60 bambini, che verranno selezionati in base all'ordine di arrivo. Per la realizzazione dei burattini, i partecipanti dovranno procurarsi bottiglie di plastica, scampoli di stoffa e bottoni vecchi. Gli altri bambini potranno partecipare ad altri giochi organizzati nel corso del pomeriggio.



Luglio

- 02 Capo D'Orlando (ME) - Piazza Matteotti
- 03 Capri Leone (ME) - Piazza Faranda
- 06-07 ENNA - Piazza Vittorio Emanuele
- 08 Gagliano Castelferrato (EN) - Piazza Salvatore Lo Giudice
- 09 Calascibetta (EN) - Piazza Umberto I
- 10-11 CALTANISSETTA - Piazza Garibaldi
- 12 Serradifalco (CL) - Via Cav. di Vittorio Veneto
- 13 Milena (CL) - Piazza Europa
- 15 Valderice (TP) - Piazza Municipio
- 16-17 TRAPANI - Piazza Mercato del Pesce
- 18 Campobello di Mazara (TP) - Piazza Favoreto Loc. Tre Fontane
- 20 Menfi (AG) - Piazzetta della Riviera "Nel lu zu Patru"
- 21-22 AGRIGENTO - Piazza Cavour
- 23 Casteltermeni (AG) - Piazza Duomo

25 LUGLIO - GRANDE FESTA FINALE nei MONTI SICANI

Le tappe del tour

Giugno

- 11-12 PALERMO - Piazza Magione
- 13 Aliminusa (PA) - Piazza Sant'Anna
- 14 Castelbuono (PA) - Piazza Margherita
- 16 Fiumefreddo (CT) - Piazza XXV Aprile
- 17-18 CATANIA - Piazzale Aldo Moro - Vulcanaria
- 19 Caltagirone (CT) - Piazza Bellini
- 20-21 SIRACUSA - Piazza S. Lucia
- 22 Car Lentini (SR) - Piazza Diaz
- 23 Palazzolo (SR) - Piazza G. Marconi
- 25-26 RAGUSA - Piazza Libertà
- 27 Modica (RG) - Piazza Matteotti
- 28 Pozzallo (RG) - Piazza Rimembranza
- 30/06-01/07 MESSINA - Piazza Duomo

SEGUI IL TOUR DI VERINO SU WWW.NESTLE-VERA.IT



3- RECYCLING PACKAGING

Conclusions & key messages

A MAJOR WASTE PRODUCER ?

➔ A TINY AND PART OF OUR WASTE STREAM... THAT IS NOT A WASTE!

- Although very visible, BW accounts actually for only a **very tiny part of the waste stream** produced in a country
- PET is **100% recyclable** material
- In contrast to other waste and plastics, PET benefits from **developed and efficient recycling channels**
- When kept in the recycling stream, **PET is stored energy**. When thrown away it turns lost energy
- A **recycled PET bottle reduce up to 50%** its environmental footprint in relation to one that is not.
- NW strives for **raising awareness** of its consumers and developing **waste collection initiatives worldwide** to increase the rates of recycled PET



Nestle Waters & Environment

Un esempio in Italia: LEVISSIMA PROGETTO AMBIENTE



TRASPORTI
28% ROTAIA

GHIACCIAIO
GEOTESSILE 2nd
GEOTESSILE 3rd



LIGHTWEIGHTING
LESS PET
BOTTLE FLY
50 cl NAT

PACK
RECYCLED PAPER LABEL
150 cl NAT
EDUCAZIONE AL RICICLO
Sulle etichette



Un esempio in Italia: LEVISSIMA PROGETTO AMBIENTE Goccia dopo goccia per costruire la Brand Sustainable

LEVISSIMA

Proteggiamo il ghiacciaio Dosdè.
Ed è solo una goccia
del nostro impegno verso la sostenibilità.



YOU PLANET
PIÙ ACQUA, PIÙ AMBIENTE
Info per il tuo sito
www.gocceplanet.it

La purezza di Levislima non è solo espressione di qualità superiore, ma anche di costante attenzione al tema della responsabilità ambientale. Il progetto di protezione attiva di un ghiacciaio sul Dosdè orientale in Alta Valtellina, in collaborazione con l'Università degli Studi di Milano, ha portato alla salvaguardia di 115.000 litri d'acqua: una concreta testimonianza del profondo legame con la natura. Si tratta solo di una piccola goccia del nostro impegno verso l'ambiente. Ma chi, da sempre, si prende cura dell'acqua, sa che ogni goccia è preziosa.

SI PRENDE CURA DELL'AMBIENTE
LEVISSIMA

LEVISSIMA

La nostra acqua viaggia in treno.
Ed è solo una tappa
del nostro percorso verso la sostenibilità.



YOU PLANET
PIÙ ACQUA, PIÙ AMBIENTE
Info per il tuo sito
www.gocceplanet.it

La purezza di Levislima non è solo espressione di qualità superiore, ma anche di costante attenzione al tema della responsabilità ambientale. La scelta di far viaggiare in treno circa il 90% delle nostre bottiglie, riducendo così le emissioni di CO2 nell'ambiente, è un'altra concreta testimonianza di questo profondo legame con la natura. Si tratta solo di una piccola goccia del nostro impegno verso l'ambiente. Ma chi, da sempre, si prende cura dell'acqua, sa che ogni goccia è preziosa.

SI PRENDE CURA DELL'AMBIENTE
LEVISSIMA

GEOTESSILE 2nd

28% ROTAIA



Thank you